

## CLAIMS

1. A hot melt adhesive comprising a neutralizing material.
2. The adhesive of claim 1 wherein the neutralizing material has a flashpoint of greater than 100°F.
3. The adhesive of claim 2 wherein the neutralizing material has a flashpoint of greater than 200°F.
4. The adhesive of claim 3 wherein the neutralizing material is Quest material Q-29071.
5. The adhesive of claim 3 wherein the neutralizing material is Quest material Q-29072.
6. The adhesive of claim 4 or 5, wherein the adhesive is a rubber based adhesive containing a hydrocarbon tackifier and/or a terpene tackifier.
7. The adhesive of claim 1 which is a pressure sensitive adhesive.
8. The adhesive of claim 1 which is a low application temperature hot melt adhesive.
9. An article of manufacture comprising the adhesive of claim 1.
10. The article of claim 1 which is a book, a label, a case or carton, or a nonwoven article.
11. The article of claim 1 which is a disposable absorbent article comprising a liquid-permeable topsheet, a liquid-impermeable backsheet, a fluid-absorbent core material positioned between the topsheet and the backsheet and a hot melt adhesive containing a nonencapsulated neutralizing material.

12. The article of claim 9 wherein the neutralizing material has a closed cup flashpoint of greater than 100°F.
13. The article of claim 12 wherein the neutralizing material has a closed cup flashpoint of greater than 200°F.
14. The article of claim 12 wherein the neutralizing material is Quest Fragrance Q-29071.
15. The article of claim 12 wherein the neutralizing material is Quest Fragrance Q-29072.
16. The article of claim 14 or 15, wherein the adhesive is a rubber based adhesive containing a hydrocarbon tackifier and/or a terpene tackifier.
17. The article of claim 11 wherein the fluid absorbent core material comprises a nonwoven fabric.
18. The article of claim 11 wherein the backsheet is attached to the topsheet.
19. The article of claim 11 which is a diaper, a feminine hygiene product or adult incontinent product.
20. The article of claim 11 wherein the hot melt adhesive is a pressure sensitive hot melt adhesive.
21. A method of reducing or counteracting malodors comprising adding to a malodorous composition an amount of a neutralizing material effective to reduce or counteract the malodor to a desired degree.
22. The method of claim 21 wherein the malodorous composition is a hot melt adhesive.

23. The method of claim 21 wherein the malodorous composition is a tackifier.

24. The method of claim 20 wherein the neutralizing material is Quest Fragrance Q-29071 and/or Quest Fragrance Q-29072.